



Green | Section 2 Strategy and Planning

You have solid planning processes in place. Continue to reassess what internal communication needs to deliver for the organisation.

What future strategic priorities should you be seeking to support? You know what IC needs to deliver for the business, but check these outcomes are as tangible and measurable as possible.

Are your decisions evidence-based? Make sure you are making good use of all available data inside your organisation. Use this insight to update your IC strategy. Check out our guide *How to Write a Communication Strategy*, available as a [PDF download](#) on AB's website.

Have you articulated a purpose as an IC team? In one or two sentences, this sets out your team's role, and value within the organisation. It might be a motivational workshop exercise for your next team meeting. Check out this article: [What's your Team Purpose? You need to make this clear!](#)

How aligned is your IC plan to the activities of colleagues in other communications teams such as Public Relations, Marketing, or Investor Relations? Do you need to reassess how you share insight, best practices and even resources? For insight on how organisations are bringing greater alignment to their internal and external communication activities, take a look at our free research study, *When Two Worlds Collide*, free to download [here](#).

You may wish to consider reviewing or piloting the latest online communication planning tools to streamline your content planning cycles. Our preferred tool is [ICPlan](#), developed by AB associate consultant [Daniel Penton](#). It helps clients establish a clear, transparent, and shareable planning cycle, especially for large, busy, or dispersed IC teams.

You have a crisis plan in place, but how often do you test this in scenario planning workshops? Arrange a chat with our crisis comms expert, [Mark Elliot](#), if you would like to assess whether there are gaps in dealing with these incidents related to resources, expertise or processes. Email AB's Client Services Director, [Abi Terry](#), for an introduction.

Consider what more you might do to make our IC plan lift off the page and become a living, graphic and highly engaging document for leaders, budget-holders, and decision-makers. For inspiration, look at how [Coca-Cola communicated its 2020 content strategy](#), and for statistic infographics, take a look at [Information Is Beautiful](#).

You clearly understand the direction of your organisation and your plan for IC. But how about your colleagues in comms? What is the level of planning expertise across your team? Might your colleagues benefit from attending AB's Strategy and Planning workshop? This covers the tools and techniques needed to align IC efforts to business priorities and audience needs. Email [Abi Terry](#) to find out more.